

FIGURE 1

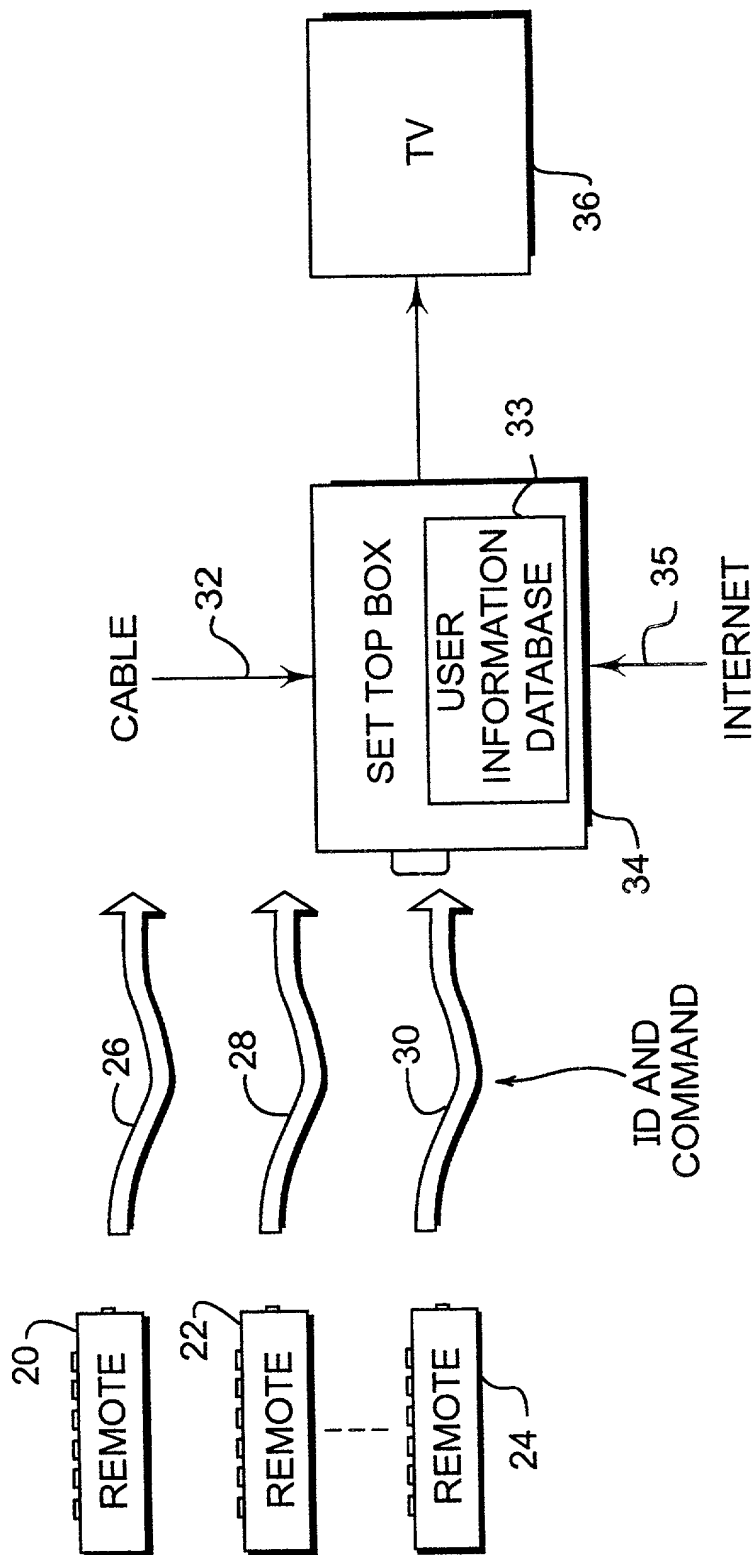


FIGURE 2

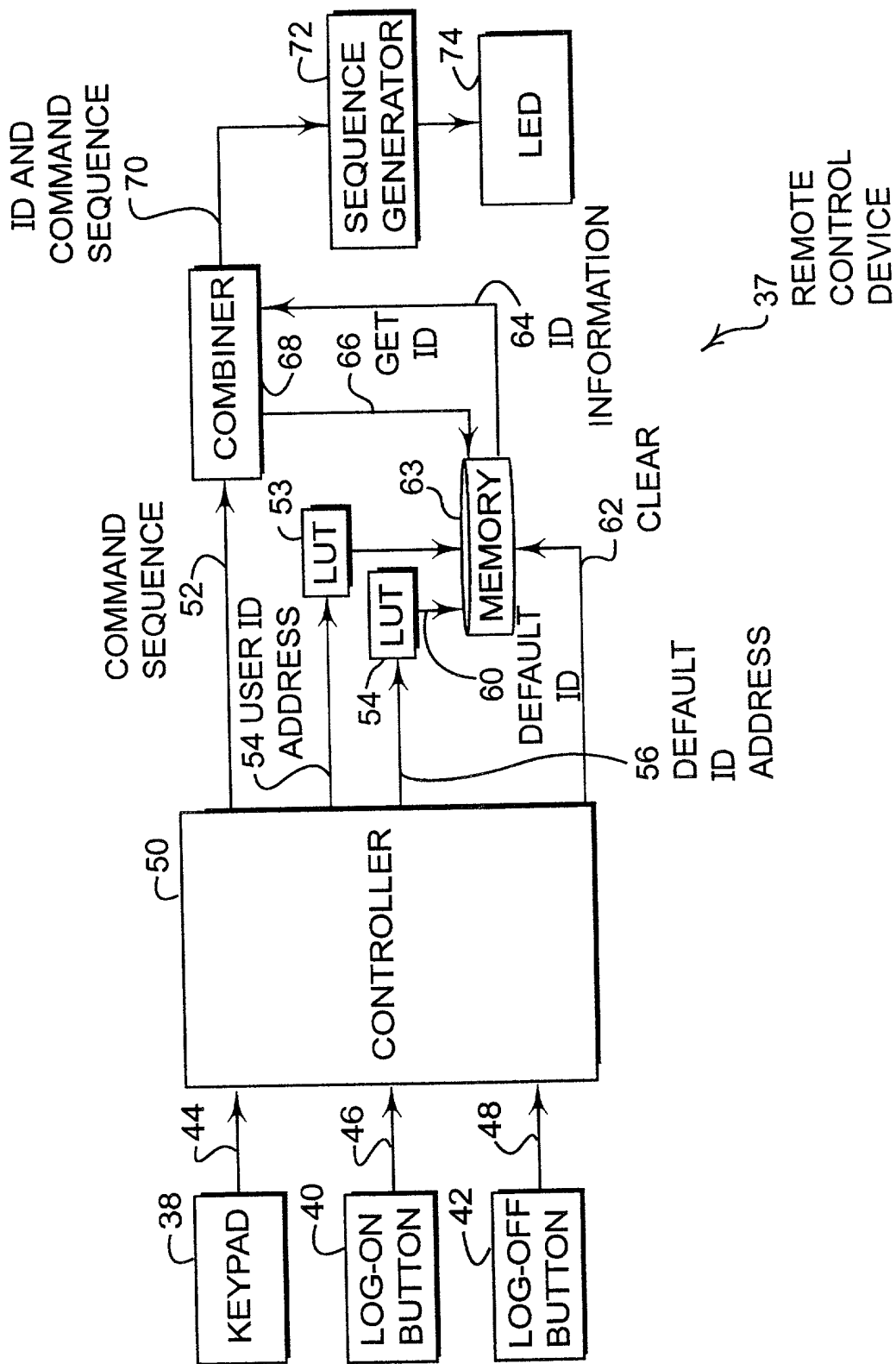


FIGURE 3

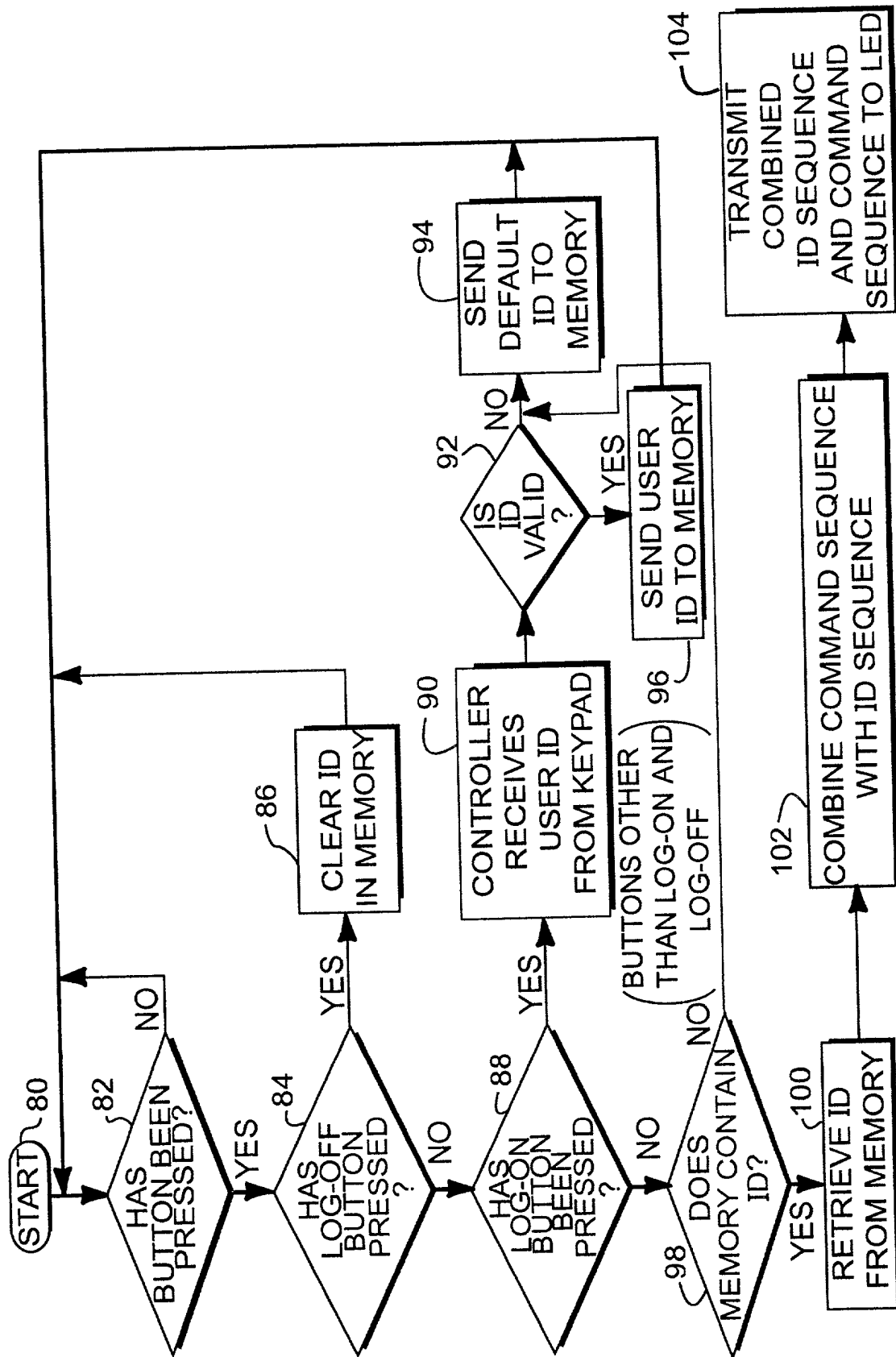


FIGURE 4

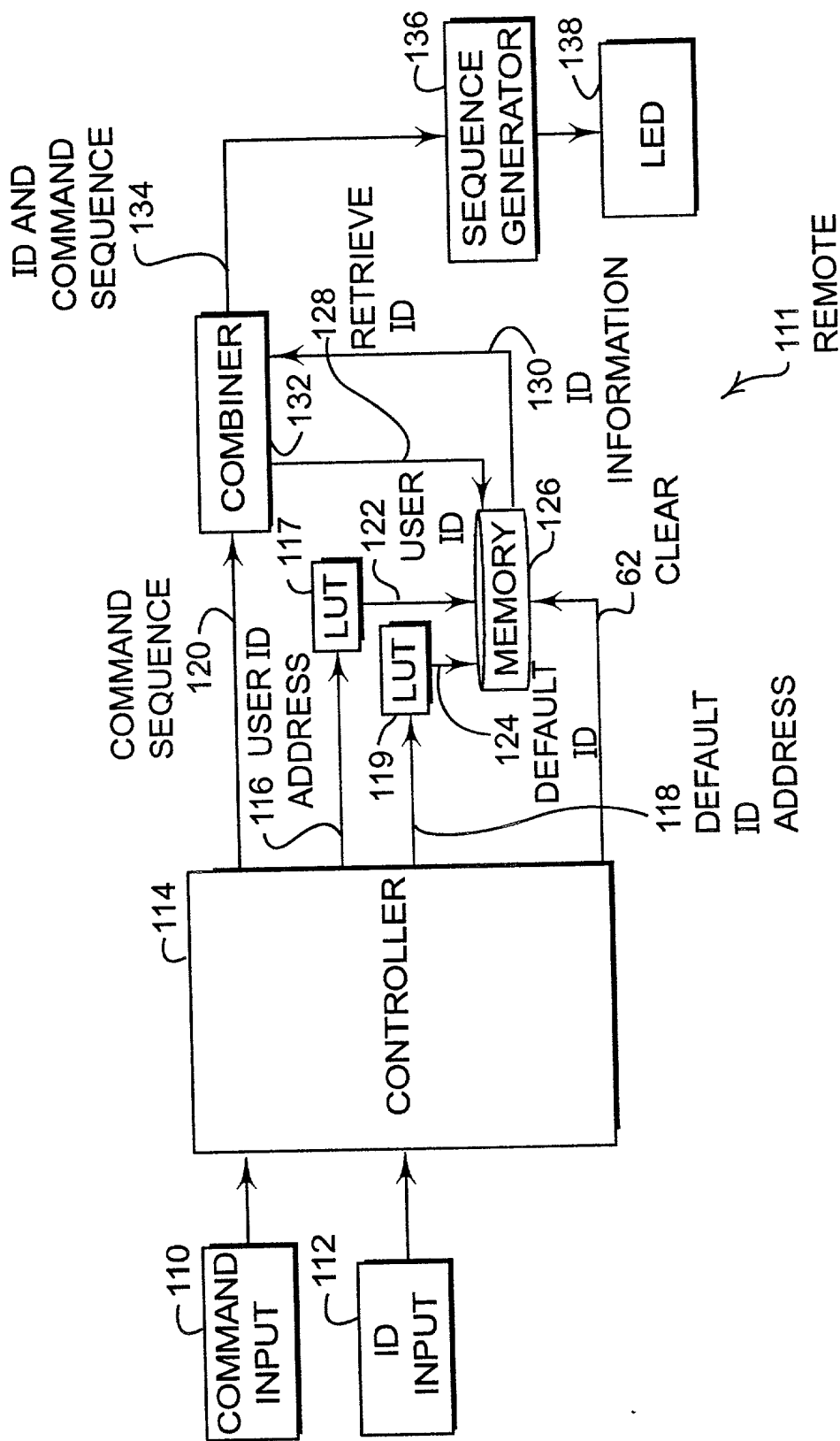
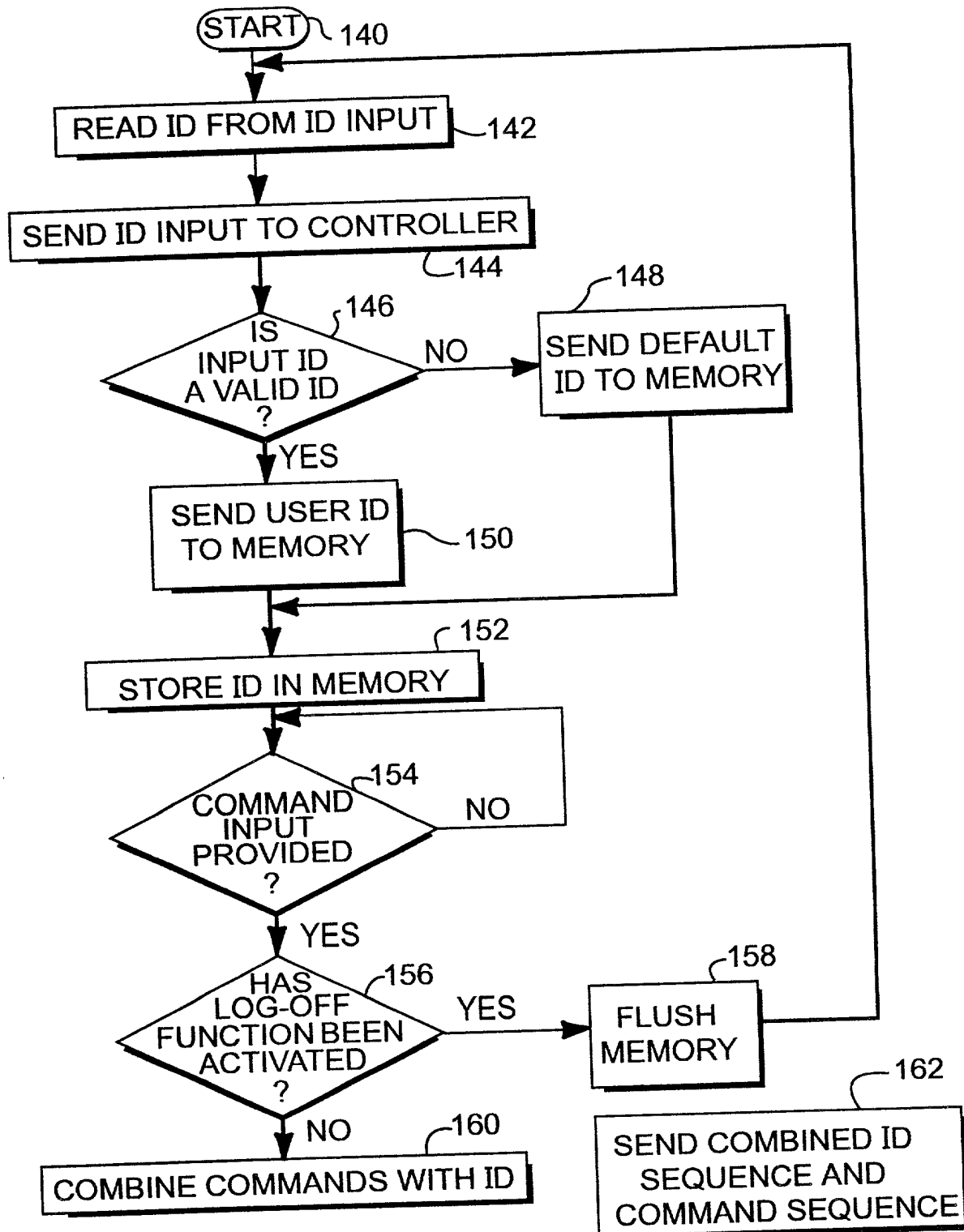


FIGURE 5

**FIGURE 6**

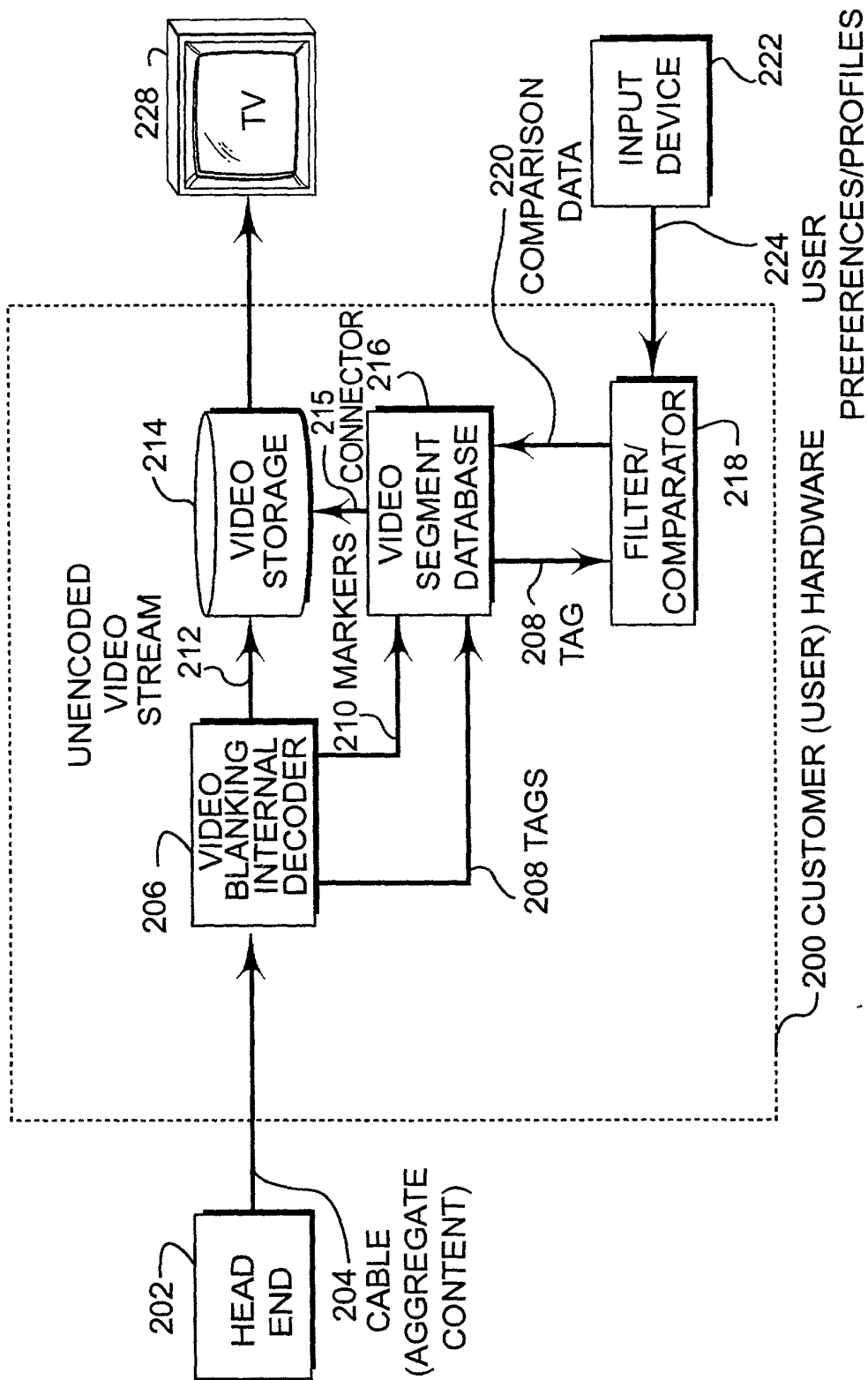


FIGURE 7

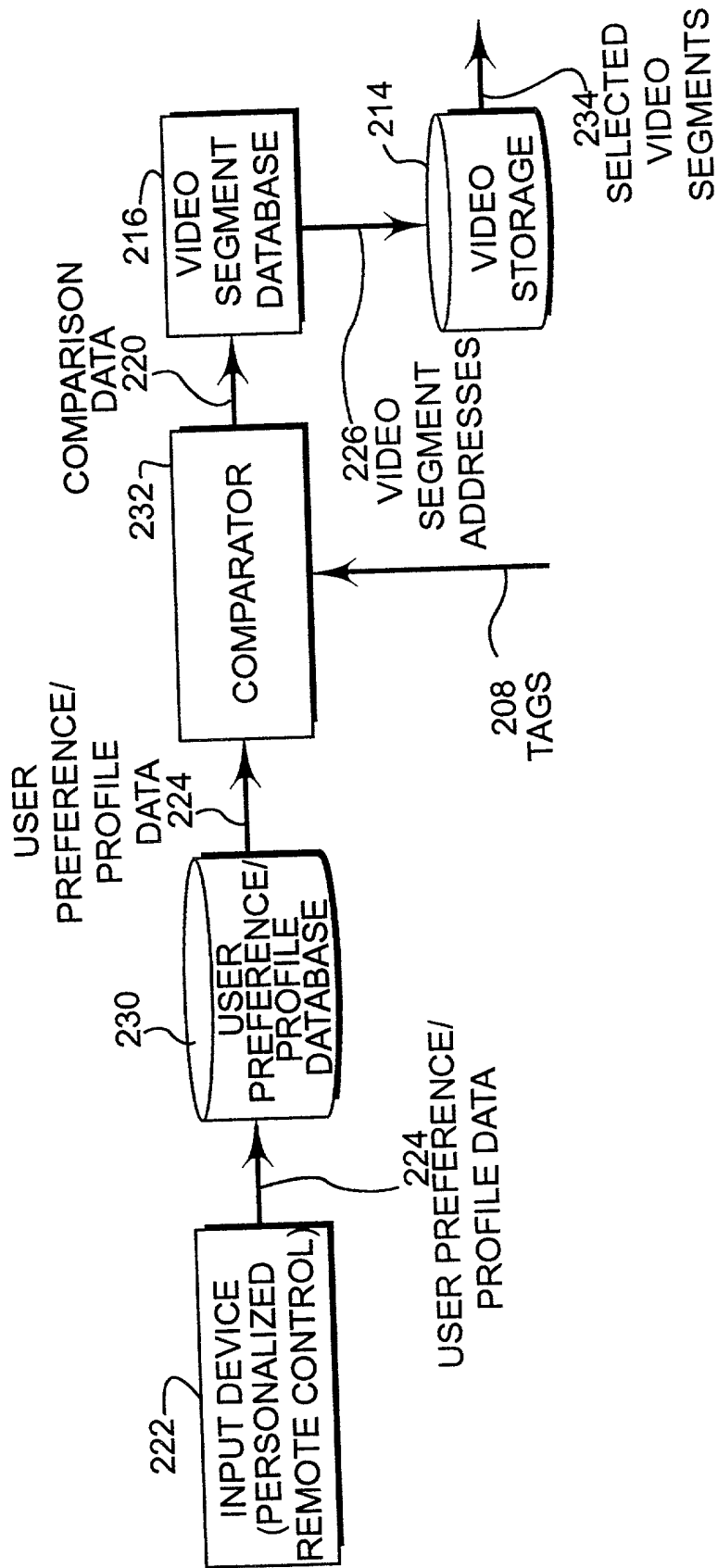
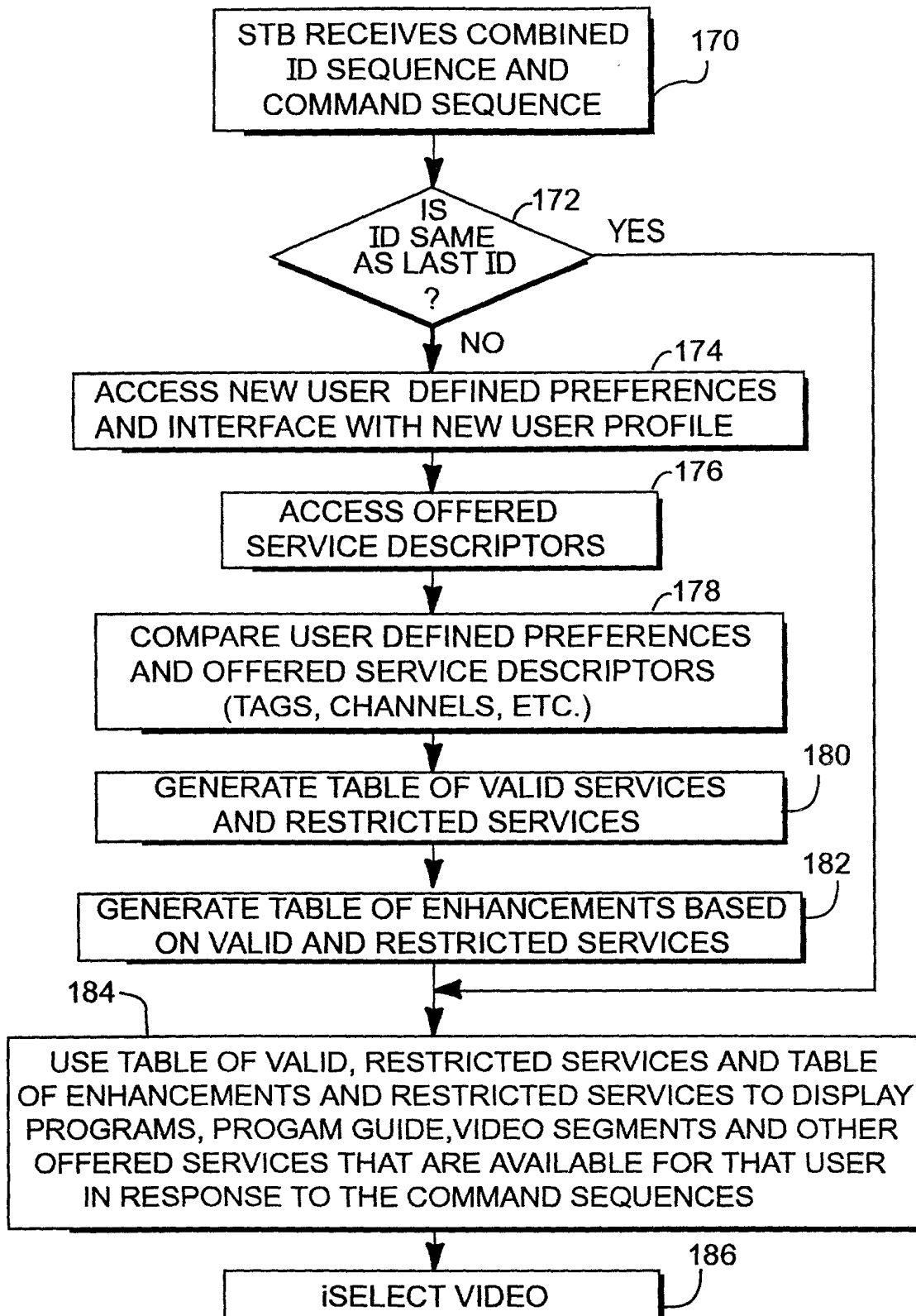


FIGURE 8

**FIGURE 9**

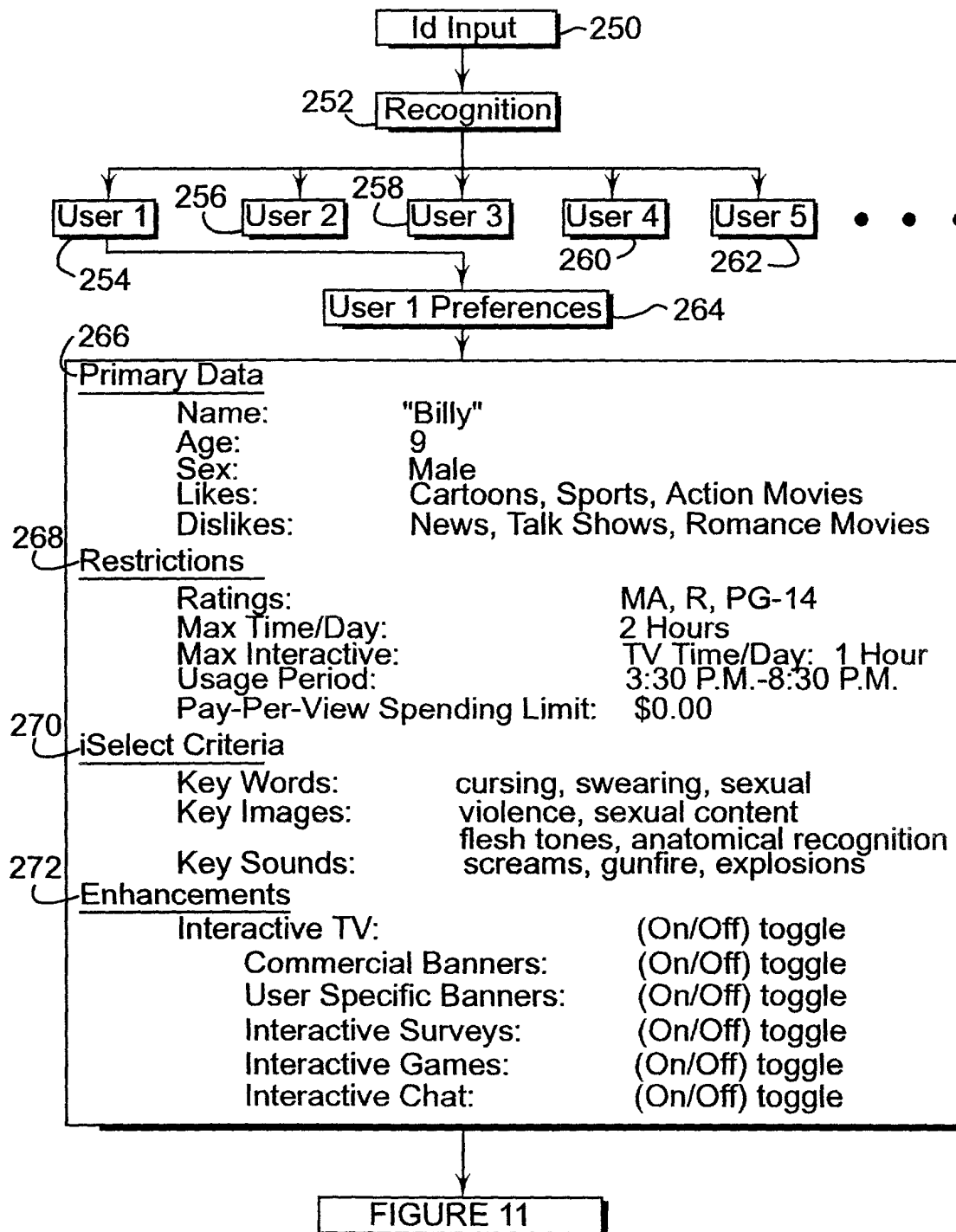


FIGURE 10

FIGURE 10

User 1 Profile 274

276	<u>Content Data</u>	
	Primary Content/%:	Cartoons 60%
	Secondary Content/%:	Sports 30%
	Tertiary Content/%:	Action Movies 10%
278	<u>Viewing Data</u>	
	Hours Of Viewing averaged):	3:45 P.M.-5:58 P.M., 7:04 P.M.-8:27 P.M.
	Channels Viewed (by prevalence):	Cartoon Network, Disney Channel, Nickelodeon, CBS...
	Programs Viewed (by prevalence):	Acme Hour, Dragon Z. Ball, Scooby-Do, Soccer, Tom & Jerry...
280	<u>Usage Data</u>	
	Daily Use Patterns:	
	Monday:	(Data Content)
	Tuesday:	(Data Content)
	Wednesday:	(Data Content)
	Thursday:	(Data Content)
	Friday:	(Data Content)
	Saturday:	(Data Content)
	Sunday:	(Data Content)
282	<u>Response Data</u>	
	Interactive Response Data	
	Banners Responded To/Time:	(Data Content)/(Time Info)
	Surveys Responded To/Time:	(Data Content)/(Time Info)
	Games Responded To/Time:	(Data Content)/(Time Info)
	Chat Responded To/Time:	(Data Content)/(Time Info)

FIGURE 11